



Felicia Filer <felicia.filer@lacity.org>

Romero Mural

4 messages

Bill Cody <bill.cody@lacity.org>

Sun, Jul 8, 2018 at 1:18 PM

To: Felicia Filer <felicia.filer@lacity.org>, Yami Duarte <yami.duarte@lacity.org>

Cc: Conrado Terrazas <conrado.terrazas@lacity.org>

Hi Yami, Felicia,

I sent you the letter from DOT. They are fine with Frank's mural. Here is the paperwork that was requested. I would like to find out the quickest way to access funds. This is a priority for CD1 and the Councilmember himself. We would like to make an announcement about the mural very soon. This is an iconic LA artist redoing one of his most famous pieces as a siren call to our Olympics that will be coming up in 2028. And it is along one of the Great Street corridors. Also, remember we are accessing some of our Civic Funds for this project as well.

I am including Conrado on this e-mail as he will be helping out along with myself. Please let me know anything else we need to get going. As I said. This is now a top priority for the Councilmember.

Thanks!

--

Bill Cody**Field Deputy CD1 - Highland Park and Mt. Washington**

bill.cody@lacity.org

323-558-1538

3 attachments**SC01HP-KMC218070812581.pdf**

66K

**SC01HP-KMC218070812580.pdf**

208K

**SC01HP-KMC218070813030.pdf**

70K

Bill Cody <bill.cody@lacity.org>

Sun, Jul 8, 2018 at 1:24 PM

To: yami.duarte@lacity.org, felicia.filer@lacity.org

Cc: conrado.terrazas@lacity.org

Hi all,

Here are pics of the parking lot and the fence.

Thanks,

Bill

2 attachments**IMG_0827.JPG**

1093K



noname.txt
1K

Yami Duarte <yami.duarte@lacity.org>

Wed, Jul 11, 2018 at 1:37 PM

To: Bill Cody <bill.cody@lacity.org>

Cc: Felicia Filer <felicia.filer@lacity.org>, Conrado Terrazas <conrado.terrazas@lacity.org>, [REDACTED]

Dear Bill,

Wanted to give you an idea of an estimated timeline for this project so that you can plan your marketing strategy.

Usually the artist takes about 1 month to prepare a proposal (with below items addressed) in preparation for the contract draft phase. Contract phase takes 2 to 3 months. Late October would be a realistic target start time for production (if weather permits). Your help with the permit/applications is appreciated, and a big help. Did DOT give you the processing time for their permit?

We will be using the City property application for this project (please see attached), but most of the information you gathered on the private property application can be used. So that we are on the same page, please review the City property application, type the mural/contact information in a separate word document and include:

- 1 Photo with the perimeter of the mural demarcated (HPOZ board will also need to see this too)
- 2 Height and width of mural area
- 3 Fabrication & Installation Timeline; (estimated days/weeks/months to prepare wall, paint mural and seal)
- 4 Itemized Budget; (labor, materials, general liability insurance, etc. amounting to 35K)
- 5 Evidence of community input, including community meeting date(s) and outcome(s)

Regarding the location- we also noticed the photo is not of the same wall area as discussed previously. Has the project location been moved? Please be sure that the location described in the Revocable Permit with DOT is the same location being proposed. The Revocable Permit (attached) describes the south east side of Parking Lot 638 and *Exhibit A* demarcates the original proposal being the short wall in front of the Ebell Club.

Also wanted to be sure that DOT's Revocable Permit is agreeable to your office, as it includes an *annual* \$500 administrative fee and \$500 deposit.

Once we receive the above listed application materials, we will schedule the project for the next available meeting date and begin drafting the contract. After our Commission meeting, we will refer the project to the HPOZ Board.

You had mentioned Frank Romero is out of the country. When will he be back? We would like to reach out to him to go over our contracting procedures.

Thank you,

Yami

[Quoted text hidden]

Yami M. Duarte | Project Manager
City of Los Angeles | Murals Program
yami.duarte@lacity.org | 213 202-5541

12/3/2018

City of Los Angeles Mail - Romero Mural


Department of Cultural Affairs | Public Art Division
201 North Figueroa Street | Suite 1400
Los Angeles, California 90012

www.culturela.org
twitter.com/culture_la
instagram.com/culture_la
www.facebook.com/culturela

3 attachments



IMG_0827.JPG
1021K


 **CityAppProc Rev02022018.pdf**
424K

 **Lot 638 Wall Mural Revocable Permit_CD 1.pdf**
263K

Felicia Filer <felicia.filer@lacity.org>

Fri, Oct 5, 2018 at 2:07 PM

To: Yami Duarte <yami.duarte@lacity.org>

Cc: Bill Cody <bill.cody@lacity.org>, Conrado Terrazas <conrado.terrazas@lacity.org>, 

Hello Bill,

I'm preparing the staff report to put this item on the CAC agenda in November. I have a few questions for you.
Please give me a call at your convenience.

Thanks,

Felicia

Felicia Filer
Director
Public Art Division
Department of Cultural Affairs
201 N. Figueroa Street, Ste. 1400
Los Angeles, Ca. 90012

Tel. 213-202-5544
Fax. 213-202-5511

[Quoted text hidden]



OFFICE
APPLICATION
DATE _____
NUMBER _____
PROCEED DATE _____
EXPIRATION DATE _____
COVENANT EXPIRATION DATE _____
OAM # _____

ORIGINAL ART MURAL APPLICATION

Registration Fee (per LAAC 22.116): A \$60 non-refundable application fee based on the estimated administrative cost for mural registration program implementation pursuant to LAAC Section 22.116. Check or money order made payable to the City of Los Angeles Department of Cultural Affairs.

CONTACT INFORMATION

Applicant

(Organization or Individual):

First Name: Samuel Rodriguez
Last Name: David Catuldo
Phone: [REDACTED]
Email: [REDACTED]
Address: [REDACTED]
Los Angeles, CA
Attn: Bill Cody

Preferred Method of Contact: Phone

Artist(s)

First Name: Frank
Last Name: Romero
Phone: [REDACTED]
Email: [REDACTED]
Address: _____

Preferred Method of Contact: E-Mail

Property Owner

First Name: City of L.A./DOT
Last Name: David Catuldo
Phone: [REDACTED]
Email: [REDACTED]
Address: [REDACTED]

Preferred Method of Contact: E-Mail

MURAL INFORMATION

Location: (i.e. "Bob's Bakery") LABOT Lot 638

Project Address: 1205 Ave 58
SE corner

Council District: CD 1

Mural Title: Going to the Olympics Again

Square Footage: 35x35'

Project Budget: 35,000

Media:

Paint ☒ Tile* ☐ Digital** ☐
Other ☐ If "Other" describe: _____

Mural Description: A recreation of one
of Frank Romero's most iconic
murals "Going to the Olympics"

*If "Tile" contact L.A. Department of Building and Safety for an Alteration Permit.

**If "Digital" refer to the Supplemental Digital Application criteria. Digitally printed image murals require approval from both the Los Angeles Fire Department and the Department of Building and Safety.



TIME, PLACE AND MANNER REGULATIONS

Other City Departments

- | | Yes | No |
|--|-------------------------------------|-------------------------------------|
| 1. Will the mural require hardware to be affixed to the wall?
If yes, refer to the Department of Building and Safety for approval. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2. Will the mural be fabricated with a potentially flammable substrate?
If yes, refer to the Los Angeles Fire Department for approval. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 3. Is the property located in a special zone, such as a Specific Plan or Community Design Overlay (CDO)?
If yes, refer to the Department of City Planning's Plan Implementation Division for review. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 4. Is the property a designated historic resource, such as Historic Preservation Overlay Zone (HPOZ), Historic-Cultural Monument (HCM), listed in the California Register of Historical Resources or National Register of Historic Places, or under a Mills Act Historical Property Contract?
If yes, refer to the Department of City Planning's Office of Historic Resources for review. | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 5. Will the construction, fabrication and installation protrude into the public right of way?
If yes, refer to the Department of Public Works for approval. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 6. Will the mural... | Yes | No |
| a. Remain in place, without alterations, for a minimum period of two years? | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| b. Exceed the height of the structure to which it is tiled, painted, or affixed? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| c. Extend more than 6 inches from the plane of the wall upon which it is tiled, painted, or affixed? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| d. Exceed a height of 100 feet above grade? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| e. Consist of or contain electrical or mechanical components, or changing images? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| f. Be arranged and illuminated in a manner that will produce a light intensity of greater than three foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| g. Is the mural location a single family residence? If yes, only Council Districts 1,9,14 and 15 allow murals on single family residences. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| h. Is the mural location on a lot with two or more residential units? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

NEIGHBORHOOD INVOLVEMENT

Have the following requirements been performed?

- | | Yes | No |
|--|-------------------------------------|-------------------------------------|
| 1. Posted notice of meeting at the mural location 14 days prior to the meeting date. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2. Mailed notice of the meeting to applicable City Council District office , Neighborhood Council , and Business Improvement District 14 days prior to the meeting date. | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 3. Held a meeting to discuss the mural proposal with the local community near the proposed mural location during evening or weekend hours. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 4. List any additional correspondence: _____ | | |
| _____ | | |
| _____ | | |
| _____ | | |



ATTACHMENTS

Document Check List:

Listed below are additional materials required for a complete registration. Materials can be emailed to DCA.PublicArt@lacity.org, mailed or hand-delivered to the Department of Cultural Affairs, 201 N. Figueroa St., Suite 1400 Los Angeles, CA 90012.

1. PHOTOGRAPHS identify...

- a. The area on the building façade on which the mural is to be located.
- b. The surrounding site of the mural's intended location.

Yes No

<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>

2. FINAL RENDERING illustrates the proposed mural's...

- a. Dimensions including height, width, and depth.
- b. Height above grade (street level).
- c. Content and style to the greatest extent possible.

<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>

3. PARCEL PROFILE REPORT

<input checked="" type="checkbox"/>	<input type="checkbox"/>
-------------------------------------	--------------------------

Instructions for locating parcel information on ZIMAS LA City Zoning online:

Step 1: Visit <http://zimas.lacity.org/>

Step 2: You will be prompted to list the street address number and street name of the proposed project property.

Step 3: Click "Go"

Step 4: Once the program has located the parcel of land, click "Reports" on the website's top menu bar and select "Parcel Profile Report."

Step 5: You will be prompted to select a "Report Style." Click the first option to locate the "Parcel Profile Report (official, no modifications)."

Step 6: The website should pull up a full listing of the property with all relevant information for the application including the census tract number and whether the property is included in any special zoning designations such as a "Historic Preservation Overlay Zone" (HPOZ).

4. PERMITS FROM OTHER CITY DEPARTMENTS (IF APPLICABLE)

Yes No N/A

- a. Building and Safety
- b. Fire Department
- c. City Planning
- d. Public Works

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

5. NEIGHBORHOOD INVOLVEMENT DOCUMENTATION

Yes No

- a. Copy of the meeting notice.
- b. Copy of sign-in sheet.
- c. Additional correspondence.

<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>




SIGNATURES

Applicant Certification:

I, as the Original Art Mural applicant, certify that the information and materials provided for the Original Art Murals application are correct and true to the best of my knowledge, and I have read, understand, and will abide by the Original Art Murals Administrative Rules.

(Specify relationship : i.e. artist, property owner, community organizer/funder)

Signature  Name (print) William Cady Date 7-8-2018

Property Owner Certification:


I certify that I am the owner of the project property. I further certify: that I have read, understand, and will abide by the Original Art Mural Administrative Rules; and, I give permission for the placement of the mural as presented in the application.

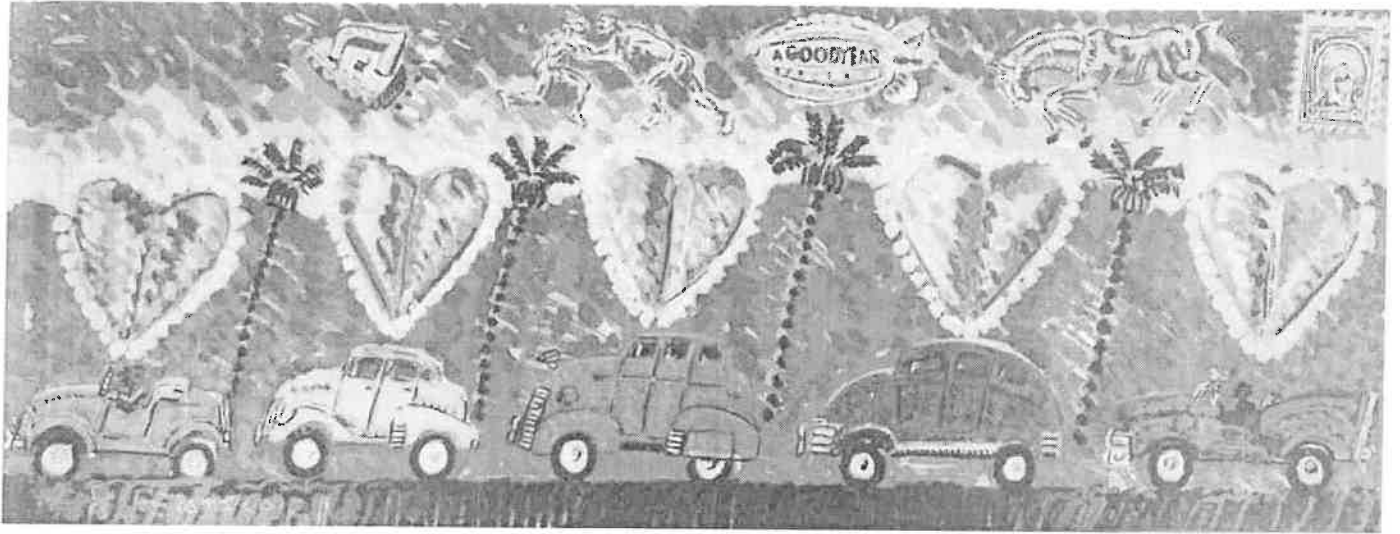
Signature _____ Name (print) _____ Date _____

Confirmation of Maintenance Responsibility:

I confirm that I have agreed to maintain the mural as required in the Original Art Mural Administrative Rules. I understand that the City requires an anti-graffiti coating be placed on the completed mural as a cost-effective manner to abate graffiti and vandalism.

(Specify relationship : i.e. artist, property owner, community organizer/funder)

Signature  Name (print) William Cady Date 7-8-2018





**REVOCABLE PERMIT
CITY OF LOS ANGELES**

**For Placement of Murals At Municipal Parking Lot 638
120 South Avenue 58, Highland Park**

This **REVOCABLE PERMIT** is made by and between the City of Los Angeles, a municipal corporation, through its Department of Transportation, hereinafter designated "Permitter," and Council District 1, hereinafter designated "Permittee."

WITNESSETH:

That, for and in consideration of the performance of the terms and conditions set forth herein, Permitter grants to Permittee permission to design and create murals on the wood and concrete walls on the southeast side of Municipal Parking Lot 638, located at 120 South Avenue 58, Highland Park, in the City of Los Angeles, County of Los Angeles, State of California.

It is understood and agreed between the parties hereto, that this Revocable Permit for use of the designated walls on the subject parking Lot 638, as shown on the attached plan, Exhibit A, henceforth the 'Premises,' is granted upon the following terms and conditions:

1. PURPOSE

That the Premises are to be used by Permittee to design and create murals on the wood and concrete walls on the southeast side of Parking Lot 638. Permittee agrees to provide Permitter the final design rendering for approval prior to commencing work. The Premises shall be used for no other purpose without the written consent of Permitter being first had and obtained.

2. FEE

Permitter agrees to pay an annual administrative fee of \$500.00 and a refundable cleaning and damage deposit of \$500.00.

3. EFFECTIVE DATE / TERM

The Effective Date of this Permit shall be the date this Permit is executed. Possession or other use of the Premises shall not occur prior to the Effective Date. By mutual agreement, this Revocable Permit will be self-renewing on an annual basis under the same terms and conditions.

4. OPERATIONS TO BE LAWFUL

Permittee agrees at all times to conduct Permittee's operations in full conformity with all laws, ordinances and requirements of all governmental authorities.

5. MAINTENANCE

Permittee shall ensure that the areas surrounding the walls are covered during installation to protect the sidewalk and parking lot surface. Permittee shall maintain the murals in a safe and clean condition at all times. Permittee shall be responsible for the conservation of the murals and the prompt repair of vandalism or damage to the murals. Graffiti shall be removed within twenty-four (24) hours by an outside agency contracted by Permittee, such as the Central City Action Committee. The murals will be spray cleaned using water from an outside source annually. Should the area not be properly maintained, Permitter reserves the right, after reasonable notice and opportunity to cure, to clean the Premises and/or perform repairs necessary maintenance activities. Cost of these services will be billed to Permittee.

6. UTILITIES

Permittee shall not be allowed to connect to any utilities on the Premises without the written consent from Permitter.

7. INSPECTION

Permittee represents that Permittee has inspected said Premises and knows the condition thereof and accepts them in their present condition.

8. REPAIR

Any renovation or repair to the murals shall be at the sole expense of Permittee.

9. INDEMNIFICATION

Except for the active negligence or willful misconduct of Permitter, Permittee shall protect and hold harmless Permitter from all damages to persons as well as to property that may in any way or manner be caused by the creation and maintenance of the mosaic murals. Permittee does hereby agree to indemnify Permitter and hold Permitter harmless from liability for all liens or claims of liens and all other liabilities, claims and demands from all actions, suits and costs of suit by any person to enforce such liens or claims of liens, liabilities, claims or demands,

and directly or indirectly from injury of persons, or property as a result of operations of Permittee, and from and against any and all claims, liabilities, demands, or causes of action arising or resulting directly or indirectly from the use of said Premises by the Permittee, together with the costs incurred by Permittor in connection with any of the above.

10. ASSIGNMENT OR SUBLEASE

The Permit interest herein shall not be assigned or sublet without the written consent of Permittor and any such assignment or sublease shall be void.

11. LICENSE ONLY

This Revocable Permit is a license only and is personal to Permittee and shall not be construed as conveying any interest whatsoever in or to real property.

14. PERMITS

Permittee shall obtain at its own expense and is subject to any permits or approvals which may be legally required by Permittor or other governmental agencies for the placement of art murals in the City of Los Angeles.

15. TAXES

Permittee shall pay all taxes upon property and improvements belonging to Permittee and located on said Premises and other charges incurred by Permittee in connection with the use of said Premises.

16. POSSESSORY INTEREST

By executing this Revocable Permit and accepting the benefits thereof, a property interest may be created known as possessory interest and such property interest will be subject to property taxation. Permittee, as the Party in whom the possessory interest is vested, may be subject to the payment of the property taxes, or possessory interest tax.

17. REVOCATION OR TERMINATION

This Permit may be revoked or terminated by either Permittor or Permittee for any reason by either party serving a written notice at least thirty (30) days prior to the date set forth in said notice for such termination subject to Paragraph 18, Default below.

18. DEFAULT

In the event Permittee shall be in default in the performance of any of the terms or conditions herein agreed to be kept and performed by Permittee, Permittor may terminate this Revocable Permit upon six (6) days' notice.

19. REMOVAL OF EQUIPMENT

Upon expiration or termination of this Revocable Permit, Permittee shall remove all structures and equipment it has placed on the Premises and restore the Premises to its original condition. Such removal and restoration shall be at the Permittee's expense and shall be completed within ten (10) days after the effective date of expiration or termination.

20. RELOCATION

Permittee acknowledges that it is occupying property of a public agency on a temporary basis. Permittee also acknowledges that upon termination of this Permit, whether by expiration or otherwise, Permittee shall not be entitled to receive any relocation assistance or benefits which may be provided under any law, including, but not limited to, the Uniform Relocation Acts of the United States or of the State of California.

22. INSURANCE

No insurance is required. The City of Los Angeles is self-insured, therefore Permittee is covered by the City's policy.

23. NOTICES

Notices which are required to be given hereunder shall be addressed and delivered as follows:

City of Los Angeles
Department of Transportation
100 South Main Street, 10th Floor
Los Angeles, CA 90012
Attention: David Cataldo, Senior Management Analyst

Notices to Permittee shall be given as follows:

Romero Mural Revocable Permit – Lot 638
Council District 1
Page 5

City of Los Angeles / Council District 1
Office of Councilmember Gil Cedillo
5577 N. Figueroa Street
Los Angeles, CA 90042
Attention: Bill Cody, Field Deputy

{Signatures on next page}

IN WITNESS WHEREOF, the parties hereto have executed this Agreement, as follows.

PERMITTEE
Council District 1

By: _____ Date: _____
Honorable Gil Cedillo
Councilmember

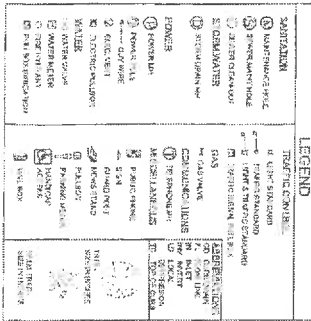
PERMITTOR
Department of Transportation

By: _____ Date: _____
Linda Evans, Manager
Parking Facilities Division

Approved as to Form and Legality:

Michael N. Feuer, City Attorney

By: _____ Date: _____
Michael Nagle
Deputy City Attorney



DEFINITION OF "REPRESENTATIVE"

0105X 2444510

CITY OF LOS ANGELES

CALIFORNIA



ERIC GARCETTI
MAYOR

CULTURAL AFFAIRS COMMISSION

CHARMAINE JEFFERSON, PRESIDENT
JOHN WIRFS, VICE PRESIDENT
JILL ORNITZ COHEN
THIEN HO
JOSEFINA LOPEZ
ERIC PAQUETTE
ELISSA SCRAFANO

DEPARTMENT OF CULTURAL AFFAIRS

201 NORTH FIGUEROA ST, SUITE 1400
LOS ANGELES, CA 90012
213.202.5500 TEL
213.202.5513 FAX
culturela.org WEB

DANIELLE BRAZELL
GENERAL MANAGER

City of Los Angeles, Department of Cultural Affairs, Public Art Division Approval Process

All public art projects located on or over City property must be submitted to the Cultural Affairs Commission (CAC) for approval prior to installation. Public art projects include any artwork placed in, upon or extending over any City building, street, avenue, park or other City-owned or City-controlled location.

Following is the application material needed to schedule a presentation to the CAC. As part of the approval process, the art project must be first presented to the Public Art Committee (PAC), an advisory committee to the Commission. The PAC reviews all public art projects and recommends them for approval by the CAC. Any comments made by the PAC must be addressed before the presentation to the CAC.

The approval process consists of:

- 1) Completing the Application for Approval of Public Artwork, and gathering requested supporting materials;
- 2) Submitting an application to the Public Art Division;
- 3) Scheduling dates to present the art project to the PAC and CAC;
- 4) Appearing before the PAC to receive feedback and be recommended for approval to the CAC; and
- 5) Appearing before the CAC to receive a conceptual and/or final approval.

If you have any questions please contact Public Art Division staff:

Department of Cultural Affairs
201 North Figueroa Street, Suite 1400
Los Angeles, California 90012
Ph: 213.202.5544
Em: Dca.PublicArt@lacity.org

Required materials for application and presentation to the PAC and CAC - All materials must be completed and submitted before 12 noon on the Tuesday, fifteen (15) days prior to the Committee Meeting Date. Late packages will not be accepted and may tentatively be rescheduled for the next available hearing date/meeting. Applications will not be processed and scheduled on the Agenda until the Public Art Division receives all required submittal components.

PAC - Must be arranged through Public Art staff.

- Completed Application for Approval of Public Artwork (pg. 5 of this PDF);
- Written narrative (one page maximum), including design concept, materials and dimensions of artwork, and artist selection process;
- Drawings, renderings, material samples;
- Construction drawings, architectural site plans and/or color photographs showing location of artwork in building site or from street view;
- Fabrication & Installation Timeline;
- Itemized Budget;
- Evidence of community input, including community meeting date(s) and outcome(s);
- Letter of Permission from the Location/Project Owner (*if applicable*);
- Letters of Support from the Community (*optional*);
- Maintenance Plan;
- Location Map indicating the area of the City in which the project is located;
- Material and color samples of surrounding architecture (*obtain from architect*); and
- Additional supporting documents to contextualize the project (*as needed*).

CAC (Conceptual and/or Final Approval) – Must be arranged through Public Art staff.

- Completed Application for Approval of Public Artwork
- Written narrative (one page maximum), including design concept, materials and dimensions of artwork, and artist selection process;
- Written response to any conditions or comments made by the PAC;
- **Final** drawings, renderings, material samples;
- Construction drawings, architectural site plans and/or color photographs showing location of artwork in building site or from street view;
- **Final** Fabrication & Installation Timeline;
- **Final** Itemized Budget;
- Evidence of community input, including community meeting date(s) and outcome(s);
- Letter of Permission from the Location/Project Owner (*if applicable*);
- Letters of Support from the Community (*optional*);
- Maintenance Plan;
- Location Map indicating the area of the City in which the project is located;
- Material and color samples of surrounding architecture (*obtain from architect*); and
- Additional supporting documents to contextualize the project (*as needed*).

City Department Fees and Fee Exemption Requirements

Submissions presented to the CAC from other City departments are exempt from fees if they conform to the conditions provided in L.A.M.C. Section 11.08. To be exempt, submit a letter or call Public Art Division staff at (213) 202-5544. All City department submissions shall pay a fee if reimbursable from Revolving, Trust, Bond or Capital Improvement Funds. If all or part of the proposed project is being funded in this manner, please state on your fee payment documents the fund number, type and percentage of project that is being used to calculate fees.

Regulation for Submission of Proposals

- **All materials must be completed and submitted before 12 noon on the Tuesday, fifteen (15) days prior to the Committee Meeting Date. Late packages will not be accepted and may tentatively be rescheduled for the next available hearing date. Applications will not be processed and scheduled for a hearing/agenda until the Public Art Division receives all required submittal components.**
- The presentation fee, based on the project cost, is required and covers conceptual and final review levels.
- A presentation by the applicant, artist or community representative is required at each of the two hearings.
- The **PAC meets on the 2nd Wednesday of every month at 11A**, except holidays. Unless otherwise noted, all Committee meetings are held at 201 North Figueroa Street, Suite 1400, in downtown Los Angeles.
- The **CAC meets on the 2nd Wednesday of every month at 1:30P**, except holidays. Unless otherwise noted, all Commission meetings are held at 201 N. Figueroa Street, Suite 1400, in downtown Los Angeles.
- The Commission minutes will be your only official record of Final Approval. Request a copy from Public Art staff.
- Final approval by the CAC is granted for the specific design and one-time production presented.
- **Any changes to the artwork design as approved by the Commission may constitute another community meeting and/or presentation to the PAC and CAC. A “significant change” is considered one that affects the design, color, size, material, texture, installation, site preparation and/or maintenance of the artwork. Significant changes must be presented for another round of review and approval.**

Helpful Hints for Presentation of Materials in Front of a Review Board

- Arrive on time. Find the Public Art Division staff member who is handling your agenda item and let them know you are present and ready. Understand that agenda items may be taken out of order, therefore you may be asked to present earlier or wait patiently to present later.
- An in-house, audio and video system and computer will be provided. Although the project manager will have uploaded your presentation to the computer ahead of time, bring presentation on a USB flash drive for back up purposes.
- Bring larger/enlarged photocopies of the artist's rendering or a series of images placed together to make one large display on a board at least two feet tall or wide. Glue or affix your presentation materials to a firm piece of cardboard or foam-core board. When you are called, place your large display(s) on the meeting room easels so the commissioners can view them from six feet away. Avoid passing around small images (unless a board member asks to see something closer), since passing things wastes times, creates confusion and often distracts people from the presentation.

- Prepare a quick (3 minutes maximum) introduction to your project. A staff person will introduce you, the project, the project location, the artist's name and selection process, the funding source(s) for the project and summarize the community's involvement with the project. Therefore you should speak only and directly about the project's aesthetics, concept, materials and color theory.
- Stop speaking after the facts are presented. Ask the public board if they have any questions or concerns. Allow the board to direct the remaining 5-10 minutes of dialogue. If they have no questions or concerns, you will receive quick approval. Try to answer as many of their questions with "Yes" or "No", or very brief descriptions.
- It is best to remember these public board members of the PAC and CAC are also part of your community and have a great sense of whether your project is excellent, unique and/or safe; therefore, although your project might be ready for approval in the presenter's opinion, and with the neighborhood and project supporters, be open to changes and compromises and be willing to promise alterations that do not directly contradict the choices and needs of the artist's style, the community and the project sponsors.

City of Los Angeles – Department of Cultural Affairs - Public Art Division

Application for Approval of Public Artwork

Applicant: (Individual Name or Organization Name, Address, Phone Number)

Proposed Meeting/Hearing Date: (Refer to Public Art staff for the meeting schedule)

Project Location/Street Address: (Also list major cross street in parentheses)

Location/Project Owner: (Name, Address, Phone Number)

Location Contact Person: (Name, Address, Phone Number)

Council District of Location:

Project Amount/Funding Source(s):

Artist: (Name, Address, Phone Number)

Project Title:

* This completed Application must accompany all materials submitted to the Public Art Division for both the Public Art Committee and Cultural Affairs Commission.



Felicia Filer <felicia.filer@lacity.org>

Romero Mural

2 messages

Bill Cody <bill.cody@lacity.org>

Wed, Sep 12, 2018 at 1:00 PM

To: Felicia Filer <felicia.filer@lacity.org>, Yami Duarte <yami.duarte@lacity.org>

Hi Yami, Felicia,

I have been calling regarding the remaining paperwork we need to do for Frank's mural. We are having a big fundraiser at the end of the month and Frank is back from France. Let's get everything else done so they can start as soon as the first of next month.

Thanks,

--

Bill Cody**Field Deputy CD1 - Highland Park and Mt. Washington**

bill.cody@lacity.org

323-550-1538

Felicia Filer <felicia.filer@lacity.org>

Fri, Sep 28, 2018 at 5:59 PM

To: bill.cody@lacity.org

Cc: Yami Duarte <yami.duarte@lacity.org>

Hi Bill,

I'm still chugging away at the application for you and will circle back next week.

Thanks,

Felicia

Felicia Filer

Director

Public Art Division

Department of Cultural Affairs

201 N. Figueroa Street, Ste. 1400

Los Angeles, Ca. 90012

Tel. 213-202-5544

Fax. 213-202-5511

[Quoted text hidden]



Felicia Filer <felicia.filer@lacity.org>

Romero Mural

4 messages

Bill Cody <bill.cody@lacity.org>

Sun, Jul 8, 2018 at 1:18 PM

To: Felicia Filer <felicia.filer@lacity.org>, Yami Duarte <yami.duarte@lacity.org>

Cc: Conrado Terrazas <conrado.terrazas@lacity.org>

Hi Yami, Felicia,

I sent you the letter from DOT. They are fine with Frank's mural. Here is the paperwork that was requested. I would like to find out the quickest way to access funds. This is a priority for CD1 and the Councilmember himself. We would like to make an announcement about the mural very soon. This is an iconic LA artist redoing one of his most famous pieces as a siren call to our Olympics that will be coming up in 2028. And it is along one of the Great Street corridors. Also, remember we are accessing some of our Civic Funds for this project as well.

I am including Conrado on this e-mail as he will be helping out along with myself. Please let me know anything else we need to get going. As I said. This is now a top priority for the Councilmember.

Thanks!

Bill Cody**Field Deputy CD1 - Highland Park and Mt. Washington**

bill.cody@lacity.org

323-558-1538

3 attachments**SC01HP-KMC218070812581.pdf**

66K

**SC01HP-KMC218070812580.pdf**

208K

**SC01HP-KMC218070813030.pdf**

70K

Bill Cody <bill.cody@lacity.org>

Sun, Jul 8, 2018 at 1:24 PM

To: yami.duarte@lacity.org, felicia.filer@lacity.org

Cc: conrado.terrazas@lacity.org

Hi all,

Here are pics of the parking lot and the fence.

Thanks,

Bill

2 attachments**IMG_0827.JPG**

1093K



noname.txt
1K

Yami Duarte <yami.duarte@lacity.org>

Wed, Jul 11, 2018 at 1:37 PM

To: Bill Cody <bill.cody@lacity.org>

Cc: Felicia Filer <felicia.filer@lacity.org>, Conrado Terrazas <conrado.terrazas@lacity.org>, [REDACTED]

Dear Bill,

Wanted to give you an idea of an estimated timeline for this project so that you can plan your marketing strategy.

Usually the artist takes about 1 month to prepare a proposal (with below items addressed) in preparation for the contract draft phase. Contract phase takes 2 to 3 months. Late October would be a realistic target start time for production (if weather permits). Your help with the permit/applications is appreciated, and a big help. Did DOT give you the processing time for their permit?

We will be using the City property application for this project (please see attached), but most of the information you gathered on the private property application can be used. So that we are on the same page, please review the City property application, type the mural/contact information in a separate word document and include:

- ☐ Photo with the perimeter of the mural demarcated (HPOZ board will also need to see this too)
- ☐ Height and width of mural area
- ☐ Fabrication & Installation Timeline; (estimated days/weeks/months to prepare wall, paint mural and seal)
- ☐ Itemized Budget; (labor, materials, general liability insurance, etc. amounting to 35K)
- ☐ Evidence of community input, including community meeting date(s) and outcome(s)

Regarding the location- we also noticed the photo is not of the same wall area as discussed previously. Has the project location been moved? Please be sure that the location described in the Revocable Permit with DOT is the same location being proposed. The Revocable Permit (attached) describes the south east side of Parking Lot 638 and *Exhibit A* demarcates the original proposal being the short wall in front of the Ebell Club.

Also wanted to be sure that DOT's Revocable Permit is agreeable to your office, as it includes an *annual* \$500 administrative fee and \$500 deposit.

Once we receive the above listed application materials, we will schedule the project for the next available meeting date and begin drafting the contract. After our Commission meeting, we will refer the project to the HPOZ Board.

You had mentioned Frank Romero is out of the country. When will he be back? We would like to reach out to him to go over our contracting procedures.

Thank you,

Yami

[Quoted text hidden]

Yami M. Duarte | Project Manager
City of Los Angeles | Murals Program
yami.duarte@lacity.org | 213 202-5541

Department of Cultural Affairs | Public Art Division
201 North Figueroa Street | Suite 1400
Los Angeles, California 90012

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www.facebook.com/culturela

3 attachments

IMG_0827.JPG
1021K

 **CityAppProc Rev02022018.pdf**
424K

 **Lot 638 Wall Mural Revocable Permit_CD 1.pdf**
263K

Felicia Filer <felicia.filer@lacity.org>

Fri, Oct 5, 2018 at 2:07 PM

To: Yami Duarte <yami.duarte@lacity.org>

Cc: Bill Cody <bill.cody@lacity.org>, Conrado Terrazas <conrado.terrazas@lacity.org>, [REDACTED]

Hello Bill,

I'm preparing the staff report to put this item on the CAC agenda in November. I have a few questions for you.
Please give me a call at your convenience.

Thanks,

Felicia

Felicia Filer
Director
Public Art Division
Department of Cultural Affairs
201 N. Figueroa Street, Ste. 1400
Los Angeles, Ca. 90012

Tel. 213-202-5544
Fax. 213-202-5511

[Quoted text hidden]



Felicia Filer <felicia.filer@lacity.org>

Highland Park - Frank Romero mural

2 messages

Yami Duarte <yami.duarte@lacity.org>

Wed, May 30, 2018 at 11:38 AM

To: Bill Cody <bill.cody@lacity.org>

Cc: [REDACTED], Felicia Filer <felicia.filer@lacity.org>, [REDACTED]

Bill,

We just spoke over the phone regarding CD1's interest in using the \$5,000 balance in the CD-Specific Mural Fund for a new mural by Frank Romero.

Please *first* receive evidence of permission from the City Agency responsible for the wall, and then complete the attached funding form and email to us.

We (CD+DCA) can then assist the artist with the presentation to the Commission by helping him compile the materials listed in the **attached** application. With those materials, we will be able to draft the contract.

You also had inquired about additional funding-[REDACTED] check CD1's Civic Fund balance for you.

Thank you,

Yami

Yami M. Duarte | Project Manager
City of Los Angeles | Murals Program
yami.duarte@lacity.org | 213 202-5541

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www.facebook.com/culturela

2 attachments **CityAppProc Rev02022018.pdf**
424K **Mural_CDspecific_guidelines_form.pdf**
3440K

Wed, May 30, 2018 at 11:56 AM

To: Yami Duarte <yami.duarte@lacity.org>

Cc: Bill Cody <bill.cody@lacity.org>, Felicia Filer <felicia.filer@lacity.org>, [REDACTED]

Hi Yami,

The Council Civic Fund balance as of 03/31/2018 for CD1 is \$15,821.01.

12/3/2018

City of Los Angeles Mail - Highland Park - Frank Romero mural

Best,

[Quoted text hidden]

Department of Cultural Affairs, City of Los Angeles
201 North Figueroa Street, Suite 1400
Los Angeles, CA 90012

(213) 202-5545

Fax: (213) 202-5513

frank.romero@cityofla.org

<http://www.culturela.org>

CITYWIDE MURAL PROGRAM COUNCIL DISTRICT-SPECIFIC MURAL FUNDING GUIDELINES AND USE

BACKGROUND

Following the adoption of the City's Mural Ordinance, the City Council took action to approve a Citywide Mural Program, administered by the Department of Cultural Affairs (DCA). As part of this program, DCA has received \$300,000 in funding to support City Council District-specific mural projects and related activities. DCA has allocated \$20,000 to be used at the discretion of each Council Office, in partnership with the Department, to help advance district-specific mural priorities.

PROGRAM GOALS

The Citywide Mural Program seeks to establish a comprehensive network of mural activity and engagement by muralists, property owners, community stakeholders, educators, technicians, technologists and preservationists in an effort to stimulate Los Angeles' mural resurgence. Through providing administrative support for Council District-specific mural projects, DCA can capture data on various types of city-sponsored mural activity throughout the city. This data will be used to develop metrics to measure the outcomes of the following, key goals of the Mural Program:

1. To preserve, conserve and restore historically significant murals throughout the City with an emphasis on City-sponsored murals;
2. To produce new murals that re-engage communities, especially youth, and create new opportunities for muralists;
3. To provide technical assistance, training and workshops for muralists as well as interested community members and stakeholders; and,
4. To support mural documentation, presentation and engagement activities that offer interactive educational and/or cultural tourism opportunities related to murals.

COUNCIL DISTRICT-SPECIFIC MURAL FUNDING - GUIDELINES FOR USE

All projects must meet or support at least one of the following:

- Mural preservation, conservation, restoration and recovery;
- Mural maintenance;
- Production of new murals;
- Mural-related presentation, educational and community engagement activities;
- Photo-documentation of murals;
- Mural Tours;
- Mural education workshops;
- Youth-based mural projects;
- Mural internships;
- Mural research and assessment projects;
- Other mural and/or public art-relevant activities.



DEPARTMENT OF CULTURAL AFFAIRS
City of Los Angeles

MURAL PROJECT / ACTIVITY ADMINISTRATION

DCA will support Council Office sponsored mural projects and activities in a variety of ways. DCA's assistance may include, but will not be limited to, the following:

Preservation, Conservation, and Restoration of Existing Murals

- o Conduct request for preparation of Condition Reports & Cost Estimates
- o Contract with pre-qualified Conservation Service Providers and/or Artist(s)
- o Provide Project Management Support
- o Process Invoice payments
- o Assist with Vintage Art Mural (VAM) Registration Process

Creation of New Murals

- o Assist with the Selection of Artist(s) if appropriate
- o Assist with Original Art Mural (OAM) Registration Process
- o Contract with Artist(s) and/or Organization
- o Process Invoice payments
- o Request application of Anti-Graffiti Coating

Technical Assistance & Training

- o Identify workshop panelists
- o Process panelists stipend payments

Mural Presentation & Engagement

- o Contract with Community Groups
- o Assist with data specifications and format requirements

PROJECT & FUNDING INFORMATION FORM (Attached)

The Project & Funding Information Form should be used to provide information regarding the proposed mural project the Council Office seeks to initiate and sponsor. The form also provides authorization to the Department of Cultural Affairs by the Council member's Chief of Staff to proceed with this project and make the associated budgetary obligations.

CONTACT US

For assistance with the development and implementation of a council district-specific mural project, please contact DCA's Public Art Division at 213-202-5544 or contact DCA's Public Art Director at Felicia.filer@lacity.org.



DEPARTMENT OF CULTURAL AFFAIRS
City of Los Angeles

CITYWIDE MURAL PROGRAM

COUNCIL DISTRICT-SPECIFIC MURAL PROJECT & FUNDING INFORMATION

DATE:	
COUNCIL OFFICE:	
COUNCIL OFFICE REPRESENTATIVE (Name):	
COUNCIL OFFICE REP CONTACT INFO (Phone):	

PROPOSED MURAL PROJECT INFORMATION	
NAME OF PROPOSED MURAL PROJECT:	
TYPE OR MURAL PROJECT (See Guidelines):	
PROPOSED DATE OF MURAL PROJECT:	
LOCATION OF MURAL PROJECT (Address):	

DESCRIPTION OF MURAL PROJECT	
ESTIMATED MURAL PROJECT BUDGET:	\$

ORGANIZATION / ARTIST INFORMATION	
ORGANIZATION / ARTIST PROVIDING SERVICE:	
CONTACT PERSON (Name):	
ADDRESS:	
TELEPHONE NUMBER:	
EMAIL ADDRESS:	
SOCIAL SECURITY / FEDERAL TAX ID (If Available):	
BTRC NUMBER (If Available):	

COUNCIL DISTRICT FUNDING APPROVAL	
COUNCIL OFFICE CHIEF OF STAFF (Name):	
CHIEF OF STAFF (Signature):	

Department of Cultural Affairs
 201 North Figueroa Street, Suite 1400
 Los Angeles, California 90012
 Felicia.filer@lacity.org
 (213) 202-5544



DEPARTMENT OF CULTURAL AFFAIRS
 City of Los Angeles



Felicia Filer <felicia.filer@lacity.org>

Mural application for City Property- N Figueroa and Avenue 57

2 messages

Yami Duarte <yami.duarte@lacity.org>

Fri, Apr 27, 2018 at 5:25 PM

To: Bill Cody <bill.cody@lacity.org>

Cc: Felicia Filer <felicia.filer@lacity.org>, [REDACTED] <rebeca.guerrero@lacity.org>

Dear Bill,

Thank you for speaking with me today to further discuss the Council Office's interest in proposing a new mural on City Property.

Please see **attached** for the *Public Art Division Approval Process for artworks on City Property*. As stated in the application, all public art projects located on or over City property must be submitted to the Cultural Affairs Commission (CAC) for approval prior to installation.

My Director is apprised that there may be another mural proposal for *the same location* by artist Mr. John Zender Estrada, and recommends that both projects be presented side by side to the Commission.

Regarding funding, your office has a balance of \$5,000 in the Mural Fund and there may be additional funding available in the Civic Fund. Please contact rebeca.guerrero@lacity.org for the Civic Fund balance (cc'd).

Please let me know if you have any questions.

Thank you,

Yami

--

Yami M. Duarte | Project Manager
City of Los Angeles | Murals Program
yami.duarte@lacity.org | 213 202-5541

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www.facebook.com/culturela

CityAppProc Rev02022018.pdf
424K

Bill Cody <bill.cody@lacity.org>

Fri, Apr 27, 2018 at 5:50 PM

To: Yami Duarte <yami.duarte@lacity.org>

Cc: Felicia Filer <felicia.filer@lacity.org>, [REDACTED]

Hi Yami,

Definitely want to have that conference call. I do not think the Councilmember will want to do it that way and I think we should have a conversation about this.

Thanks,

12/3/2018

City of Los Angeles Mail - Mural application for City Property- N Figueroa and Avenue 57

Bill

Sent from my iPhone

[Quoted text hidden]

<CityAppProc Rev02022018.pdf>

CITY OF LOS ANGELES

CALIFORNIA

CULTURAL AFFAIRS COMMISSION

CHARMAINE JEFFERSON, PRESIDENT
JOHN WIRFS, VICE PRESIDENT
JILL ORNITZ COHEN
THIEN HO
JOSEFINA LOPEZ
ERIC PAQUETTE
ELISSA SCRAFANO



ERIC GARCETTI
MAYOR

DEPARTMENT OF CULTURAL AFFAIRS

201 NORTH FIGUEROA ST, SUITE 1400
LOS ANGELES, CA 90012
213.202.5500 TEL
213.202.5513 FAX
culturela.org WEB

DANIELLE BRAZELL
GENERAL MANAGER

City of Los Angeles, Department of Cultural Affairs, Public Art Division Approval Process

All public art projects located on or over City property must be submitted to the Cultural Affairs Commission (CAC) for approval prior to installation. Public art projects include any artwork placed in, upon or extending over any City building, street, avenue, park or other City-owned or City-controlled location.

Following is the application material needed to schedule a presentation to the CAC. As part of the approval process, the art project must be first presented to the Public Art Committee (PAC), an advisory committee to the Commission. The PAC reviews all public art projects and recommends them for approval by the CAC. Any comments made by the PAC must be addressed before the presentation to the CAC.

The approval process consists of:

- 1) Completing the Application for Approval of Public Artwork, and gathering requested supporting materials;
- 2) Submitting an application to the Public Art Division;
- 3) Scheduling dates to present the art project to the PAC and CAC;
- 4) Appearing before the PAC to receive feedback and be recommended for approval to the CAC; and
- 5) Appearing before the CAC to receive a conceptual and/or final approval.

If you have any questions please contact Public Art Division staff:

Department of Cultural Affairs
201 North Figueroa Street, Suite 1400
Los Angeles, California 90012
Ph: 213.202.5544
Em: Dca.PublicArt@lacity.org

Required materials for application and presentation to the PAC and CAC - All materials must be completed and submitted before 12 noon on the Tuesday, fifteen (15) days prior to the Committee Meeting Date. Late packages will not be accepted and may tentatively be rescheduled for the next available hearing date/meeting. Applications will not be processed and scheduled on the Agenda until the Public Art Division receives all required submittal components.

PAC - Must be arranged through Public Art staff.

- Completed Application for Approval of Public Artwork (pg. 5 of this PDF);
- Written narrative (one page maximum), including design concept, materials and dimensions of artwork, and artist selection process;
- Drawings, renderings, material samples;
- Construction drawings, architectural site plans and/or color photographs showing location of artwork in building site or from street view;
- Fabrication & Installation Timeline;
- Itemized Budget;
- Evidence of community input, including community meeting date(s) and outcome(s);
- Letter of Permission from the Location/Project Owner (*if applicable*);
- Letters of Support from the Community (*optional*);
- Maintenance Plan;
- Location Map indicating the area of the City in which the project is located;
- Material and color samples of surrounding architecture (*obtain from architect*); and
- Additional supporting documents to contextualize the project (*as needed*).

CAC (Conceptual and/or Final Approval) – Must be arranged through Public Art staff.

- Completed Application for Approval of Public Artwork
- Written narrative (one page maximum), including design concept, materials and dimensions of artwork, and artist selection process;
- Written response to any conditions or comments made by the PAC;
- **Final** drawings, renderings, material samples;
- Construction drawings, architectural site plans and/or color photographs showing location of artwork in building site or from street view;
- **Final** Fabrication & Installation Timeline;
- **Final** Itemized Budget;
- Evidence of community input, including community meeting date(s) and outcome(s);
- Letter of Permission from the Location/Project Owner (*if applicable*);
- Letters of Support from the Community (*optional*);
- Maintenance Plan;
- Location Map indicating the area of the City in which the project is located;
- Material and color samples of surrounding architecture (*obtain from architect*); and
- Additional supporting documents to contextualize the project (*as needed*).

City Department Fees and Fee Exemption Requirements

Submissions presented to the CAC from other City departments are exempt from fees if they conform to the conditions provided in L.A.M.C. Section 11.08. To be exempt, submit a letter or call Public Art Division staff at (213) 202-5544. All City department submissions shall pay a fee if reimbursable from Revolving, Trust, Bond or Capital Improvement Funds. If all or part of the proposed project is being funded in this manner, please state on your fee payment documents the fund number, type and percentage of project that is being used to calculate fees.

Regulation for Submission of Proposals

- **All materials must be completed and submitted before 12 noon on the Tuesday, fifteen (15) days prior to the Committee Meeting Date. Late packages will not be accepted and may tentatively be rescheduled for the next available hearing date. Applications will not be processed and scheduled for a hearing/agenda until the Public Art Division receives all required submittal components.**
- The presentation fee, based on the project cost, is required and covers conceptual and final review levels.
- A presentation by the applicant, artist or community representative is required at each of the two hearings.
- The **PAC meets on the 2nd Wednesday of every month at 11A**, except holidays. Unless otherwise noted, all Committee meetings are held at 201 North Figueroa Street, Suite 1400, in downtown Los Angeles.
- The **CAC meets on the 2nd Wednesday of every month at 1:30P**, except holidays. Unless otherwise noted, all Commission meetings are held at 201 N. Figueroa Street, Suite 1400, in downtown Los Angeles.
- The Commission minutes will be your only official record of Final Approval. Request a copy from Public Art staff.
- Final approval by the CAC is granted for the specific design and one-time production presented.
- **Any changes to the artwork design as approved by the Commission may constitute another community meeting and/or presentation to the PAC and CAC. A “significant change” is considered one that affects the design, color, size, material, texture, installation, site preparation and/or maintenance of the artwork. Significant changes must be presented for another round of review and approval.**

Helpful Hints for Presentation of Materials in Front of a Review Board

- Arrive on time. Find the Public Art Division staff member who is handling your agenda item and let them know you are present and ready. Understand that agenda items may be taken out of order, therefore you may be asked to present earlier or wait patiently to present later.
- An in-house, audio and video system and computer will be provided. Although the project manager will have uploaded your presentation to the computer ahead of time, bring presentation on a USB flash drive for back up purposes.
- Bring larger/enlarged photocopies of the artist's rendering or a series of images placed together to make one large display on a board at least two feet tall or wide. Glue or affix your presentation materials to a firm piece of cardboard or foam-core board. When you are called, place your large display(s) on the meeting room easels so the commissioners can view them from six feet away. Avoid passing around small images (unless a board member asks to see something closer), since passing things wastes times, creates confusion and often distracts people from the presentation.

- Prepare a quick (3 minutes maximum) introduction to your project. A staff person will introduce you, the project, the project location, the artist's name and selection process, the funding source(s) for the project and summarize the community's involvement with the project. Therefore you should speak only and directly about the project's aesthetics, concept, materials and color theory.
- Stop speaking after the facts are presented. Ask the public board if they have any questions or concerns. Allow the board to direct the remaining 5-10 minutes of dialogue. If they have no questions or concerns, you will receive quick approval. Try to answer as many of their questions with "Yes" or "No", or very brief descriptions.
- It is best to remember these public board members of the PAC and CAC are also part of your community and have a great sense of whether your project is excellent, unique and/or safe; therefore, although your project might be ready for approval in the presenter's opinion, and with the neighborhood and project supporters, be open to changes and compromises and be willing to promise alterations that do not directly contradict the choices and needs of the artist's style, the community and the project sponsors.

City of Los Angeles – Department of Cultural Affairs - Public Art Division

Application for Approval of Public Artwork

Applicant: (Individual Name or Organization Name, Address, Phone Number)

Proposed Meeting/Hearing Date: (Refer to Public Art staff for the meeting schedule)

Project Location/Street Address: (Also list major cross street in parentheses)

Location/Project Owner: (Name, Address, Phone Number)

Location Contact Person: (Name, Address, Phone Number)

Council District of Location:

Project Amount/Funding Source(s):

Artist: (Name, Address, Phone Number)

Project Title:

*** This completed Application must accompany all materials submitted to the Public Art Division for both the Public Art Committee and Cultural Affairs Commission.**